

## Message Text

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PAGE 01 THESSA 00097 190709Z  
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 DOE-15 SOE-02 AGRE-00 SP-02  
ICA-20 AID-05 NSC-05 SS-15 STR-07 OMB-01 CEA-01  
CIAE-00 COME-00 FRB-01 INR-10 NSAE-00 XMB-04  
OPIC-06 LAB-04 SIL-01 TRSY-06 /126 W  
-----073936 200106Z /61

R 190650Z APR 78  
FM AMCONSUL THESSALONIKI  
TO SECSTATE WASHDC 2907  
INFO AMEMBASSY ATHENS

UNCLAS THESSALONIKI 0097

E.O. 11652: N/A  
TAGS: ETRD, BEXP, GR  
SUBJECT: INTERAGENCY TASK FORCE TO DEVELOP A  
NATIONAL EXPORT POLICY

REF: STATE 095673

1. THE FOLLOWING PROPOSAL DEVELOPED IN RESPONSE TO  
REFTEL DEALS WITH ONE OF THE PRINCIPAL PROBLEMS PRICE-  
COMPETITIVE AMERICAN PRODUCTS HAVE IN THE NORTHERN  
GREEK MARKET, THE HIGH COST AND DIFFICULTY OF  
SHIPMENT FROM THE US. FOR MANY PRODUCTS THIS IS  
NOT A PROBLEM BUT FOR MANY OTHERS SUCH AS FOOD PROCESSING  
MACHINERY, LOOMS, MACHINE SHOP TOOLS, ETC., SOLD TO  
MEDIUM-SIZED GREEK FIRMS IT IS. THE GREEK  
BUSINESSMAN WHO MIGHT BE INCLINED TO BUY AMERICAN  
PRODUCTS OF THIS TYPE WILL FINALLY DECIDE ON A  
EUROPEAN PRODUCT BECAUSE IT CAN BE DELIVERED  
CHEAPLY AND EASILY BY TRUCK OR RAIL. WE SUSPECT  
COMPARABLE SITUATIONS EXIST IN OTHER AREAS. IT IS  
ALSO OUR IMPRESSION THAT MANY POTENTIAL SMALL TO  
MEDIUM-SIZED AMERICAN EXPORTERS ARE RELUCTANT TO  
SEEK FOREIGN MARKETS BECAUSE OF THE REAL OR  
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IMAGINED COMPLEXITIES AND COSTS OF ARRANGING SHIPMENT.

2. ONE METHOD OF REDUCING SHIPPING COSTS AND  
ENCOURAGING POTENTIAL AMERICAN EXPORTERS WOULD BE  
A PROVISION IN THE U.S. TAX CODE WHICH WOULD  
PERMIT AN AMERICAN EXPORTER TO RECEIVE A TAX CREDIT  
FOR THAT PORTION OF THE SHIPPING COSTS WHICH HE

WOULD ASSUME ON AN EXPORT SALE. THIS WOULD PERMIT AN AMERICAN MANUFACTURER/EXPORTER WITH A PRICE COMPETITIVE PRODUCT TO MEET FOREIGN COMPETITION WHOSE MAJOR ADVANTAGE IS LOWER SHIPPING COSTS BY OFFERING TO PAY A PORTION OF THE SHIPPING COST AND RECEIVING THIS AMOUNT AS A TAX CREDIT. THE PORTION OF THE SHIPPING COST TO BE ASSUMED COULD REMAIN VARIABLE SO AS TO BE ADJUSTED BY THE EXPORTER TO MEET THE CIRCUMSTANCES. FURTHER STUDY WOULD BE NEEDED TO DECIDE WHETHER THE ENTIRE AMOUNT OF THE ASSUMED SHIPPING CHARGES OR ONLY A PERCENTAGE OF IT COULD BE USED AS A TAX CREDIT.

3. WE ARE NOT EXPERT ENOUGH TO DETERMINE WHETHER THIS PROPOSAL WOULD BE CONTRARY TO GATT OR OTHER INTERNATIONAL TRADE AGREEMENTS. IT WOULD NOT AFFECT THE PRODUCT'S SELLING PRICE BUT WOULD PERMIT AMERICAN EXPORTERS TO COMPETE IN MARKETS WHERE SHIPPING COSTS ARE A FACTOR IN BUYING DECISIONS.  
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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** EXPORTS, NATIONALS  
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**Copy:** SINGLE  
**Draft Date:** 19 apr 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
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**Status:** NATIVE  
**Subject:** INTERAGENCY TASK FORCE TO DEVELOP A NATIONAL EXPORT POLICY  
**TAGS:** ETRD, BEXP, GR  
**To:** STATE  
**Type:** TE  
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**Review Markings:**  
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